

The background of the cover is a 3D-rendered futuristic office. The space is characterized by clean, white, curved architectural elements. The floor is a vibrant blue with white geometric patterns. In the foreground, there are white, rounded office chairs on casters and long, white, curved desks. The ceiling features several circular, recessed light fixtures. Large windows in the background offer a view of a cityscape. The overall aesthetic is sleek, modern, and high-tech.

FUTURE DESIGNTM

**THE BLUEPRINT FOR
HIGH-PERFORMING
TEAMS IN THE A.I. AGE**

JOSH ALLAN DYKSTRA



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*[Why the brackets?
You'll find out!]*





EXECUTIVE SUMMARY

***The future of work isn't something to fear.
It's something to design.***

The future of work feels more volatile, more complex, and more fast-moving than ever before. Leaders are expected to deliver sustainable performance while navigating cultural fatigue, operational evolutions, and the rapid rise of A.I. technologies — all while keeping top talent engaged and future-focused.

What most organizations are missing isn't more motivation.
It's better systems.

Future Design™ is a practical, proven framework that helps leaders replace chaos with clarity. It provides a blueprint to align people, strategy, and execution — unlocking measurable gains in productivity, trust, and retention. Designed by former CEO / tech founder / futurist Josh Allan Dykstra, this methodology has been deployed inside organizations of all types and sizes, delivering measurable results by increasing productivity, improving psychological safety, and reducing burnout (results on page 7-8).

This white paper also introduces [Sustain], a 12-month applied leadership experience built on Future Design™ principles, helping organizations:

- Reduce burnout while **increasing team output**
- Build **curiosity, accountability, and psychological safety**
- Improve **operational efficiency** and **decision velocity**
- Equip leaders with the **systems thinking needed** for the A.I. age
- Unlike most leadership development programs, [Sustain] works inside existing workflows and calendars, **requiring almost zero extra meetings and minimal lift from HR.**

Future Design™ isn't theory — it's a refreshing and powerful way to work that builds the systems where your top performers want to stay, and where they can do the best work of their lives every day.



THE PROBLEM FUTURE DESIGN™ SOLVES

The modern workplace often feels overloaded, overwhelmed, and overly-complex.

In high-pressure industries, success hinges on keeping complex systems running smoothly and people aligned under pressure. But today's environment is anything but stable.

For legacy companies, the challenge isn't just operational, but generational. Culture gets harder to hold onto. Trust naturally deteriorates across layers and over time. New tools like A.I. promise big gains but in the short term create even more uncertainty.

For all businesses built on precision and predictability, the creeping chaos of unclear futures, complex decisions, and cultural drift is more than frustrating... it's a threat to long-term relevance.

What leaders need:

- More **operational excellence** with fewer outages and inefficiencies
- Smarter systems that integrate **A.I. for stability and control**
- Leaders who are **accountable, aligned, and autonomous**
- A **culture of curiosity** to fuel imagination and innovation
- The ability to **energize change** in legacy environments
- A compelling, optimistic sense of **where the company is headed**

Future Design™ helps you *deliver*.



THE FUTURE DESIGN™ FRAMEWORK, PT 1

Future Design™ helps organizations replace reactive confusion with proactive clarity. The framework is built on 6 core principles:



Energy Over Effort

DESIGN SYSTEMS THAT RECHARGE

Effort is what you do when you have draining systems. Instead of exhausting meetings and policies that create friction, we design work processes that energize people. This means aligning people with work projects that put them in dynamic flow states instead of being stuck in rigid job descriptions.



BUSINESS OUTCOMES

Higher retention, lower turnover costs, and teams that actually want to come back year over year.



Less Over More

CUT THE CLUTTER, CREATE SPACE

Busyness isn't a badge of honor, it's a sign of broken systems. Instead of cramming calendars and drowning in to-do lists, we design space for thinking, listening, and making better decisions. Because in healthy systems, subtraction is additive. This means removing what's not essential, making everything else more valuable.



BUSINESS OUTCOMES

Clearer priorities, faster decisions, less burnout, and a culture where big ideas have room to grow.



Impact Over Activity

OPTIMIZE FOR RESULTS, NOT HOURS

Activity can feel productive, but impact is what actually moves the needle. Instead of tracking hours and meetings, we optimize for outcomes. This means a deeper connection between strategy and metrics, shifting the focus to payoffs that matter, tying measurements directly to results instead of busyness.



BUSINESS OUTCOMES

Clearer priorities, faster decisions, less burnout, and a culture where big ideas have room to grow.



THE FUTURE DESIGN™ FRAMEWORK, PT 2

Future Design™ helps organizations replace reactive confusion with proactive clarity. The framework is built on 6 core principles:



Loops Over Lines

PERFECTION STALLS, CYCLES CREATE

Linear thinking is an assembly-line era artifact. Instead of pretending managers have all the answers upfront, we design iterative, adaptive cycles that experiment, learn, and adapt. This means running 2-week experiments instead of relying on 6-month "perfect" plans.



BUSINESS OUTCOMES

Real innovation through experimentation and fast iteration, not slow-motion planning theater.



Interdependence Over Isolation

MULTIPLY INTELLIGENCE, DON'T HOARD IT

Hierarchies hoard information. Networks multiply intelligence. Instead of departmental silos competing for resources, we design cross-functional collaboration processes that multiply everyone's impact. This means teams form and reform dynamically around opportunities, not org charts.



BUSINESS OUTCOMES

Faster problem-solving, breakthrough ideas, and an organization that pivots instantly when the market shifts.



Long-Term Over Short-Term

NO MORE QUARTERLY ADDICTION

Short-term wins that destroy long-term capacity aren't wins, they're expensive loans against your future. We design processes that help you hit your numbers without burning your foundation. This means investing in adaptive, future-ready teams even when – *especially* when – the pressure is on.



BUSINESS OUTCOMES

Hit this quarter's targets while building the client loyalty and team resilience that make next year's targets easier to reach.



FUTURE DESIGN™ LEADER CERTIFICATION

Teach your leaders how to be Future Designers via [Sustain], a 12-month, plug-and-play learning experience that operationalizes Future Design™ principles across your organization.

What it is:

- Monthly topics are aligned with Future Design™ principles all demonstrate immediate relevance to business performance (see pages 9-10 for topics)
- Monthly facilitated leader cohorts teach your people leaders how to be Future Designers
- Micro-learning, practice integration, and habit formation are all delivered with almost zero extra meetings and no extra HR overhead

How it works:

- Designed for speed: each monthly topic is accessible in minutes
- Lessons can be easily integrated into your LMS if desired
- Practices are embedded in real work: no theoretical fluff
- Backed by data: impact is measured every 6 months

Q:
WHY IS [SUSTAIN] IN [BRACKETS]?

A:
WE CALL IT "SUSTAIN" BUT YOU CAN CALL IT WHATEVER YOU WANT! WE'LL EVEN HELP YOU CHOOSE A POWERFUL NAME THAT WILL GET YOUR LEADERS EXCITED.

FROM OUR META-STUDY OF 11 ORGANIZATIONS & 600+ EMPLOYEES:

96% of all measured behaviors improved within 90 days

 **+29%**

productivity

 **+22%**

psychological safety

 **-16%**

burnout reduction



REAL RESULTS FROM REAL TEAMS

“It just helps everybody perform better.”
 — **Account Manager, Ipsos**



Unlike other leadership programs:

- [Sustain] is **designed to integrate practices into existing workflows** (almost zero added meetings)
- Targets the **actual leading indicators** of retention, engagement, and output, delivering **real-world results** not a “check the box” exercise
- **Builds habits over time** (not just a one-off event)
- Scales easily **across functions, regions**, and with **in-person, hybrid, or fully remote teams**

This is not a “training.” This is a system upgrade. And you don’t have to take our word for how well it works...

“Working with Josh has not only made me a better leader, but has made me a better employee.”
 – Division Leader, State Of Colorado

“Josh’s simple, effective framework for boosting productivity across organizations left a lasting impression.”
 – Team Member, BMO Financial Group

“I’ve noticed a significant uptick in energy levels.”
 – Manager, Amazon Web Services

“Josh’s approach towards work culture revolutionized my thinking.” – Team Member, Revolution Medicines

“That was the most fun meeting I had all week!”
 – Team Leader, Analog Devices

“We have a renewed sense of purpose, team cohesion, and thriving at work.”
 – Physician, Denver Health

“I have better mental clarity.”
 – Nurse, uchealth

“A HUGE shift in communication.”
 – Team Member, Quest Diagnostics



[SUSTAIN] MONTHLY TOPICS, PT 1

With the [Sustain] Leader Certification, your leaders get access to 3 proven modules, with fresh topics 1x/month over the course of the year.

[Sustain] isn't about information transfer — it's about behavior change.

Lasting change comes from repeated practice in real-world conditions. That's why [Sustain] is built on a monthly cadence: a rhythm of learning, reflection, and action that gives leaders just enough structure to build new habits without disrupting their day-to-day responsibilities.

Each month introduces a single, practical topic paired with simple tools leaders can use immediately with their teams. This cadence of continuous, embedded learning is what transforms good intentions into real behavior change — and what turns reactive teams into future-ready ones.

Module	Topic	What Your Team Will Learn	Business ROI
Operational Agility & Efficiency ELIMINATE CHAOS, REDUCE WASTE, AND IMPROVE PERFORMANCE SYSTEMS	Designing Time for Maximum Impact	Focus on what actually drives outcomes, not just filling hours	More output per hour, fewer wasted meetings, better strategic focus
	Eliminating What Slows Us Down	Identify and remove energy leaks from workflows and culture	Increased operational efficiency, fewer "dropped balls," less work frustration
	Preventing Burnout Before It Starts	Build proactive awareness and capacity for sustained output	Reduced absenteeism, improved retention, stronger performance consistency
	Unlocking High-Performance Work States	Help individuals access flow states more often for 5x productivity	Faster execution on critical work + higher-quality output



[SUSTAIN] MONTHLY TOPICS, PT 2

Module	Topic	What Your Team Will Learn	Business ROI
Innovation & Curiosity At Scale INCREASE IMAGINATION, EXPERIMENTATION, AND FUTURE-READINESS	Training for Resilience Under Pressure	Equip teams to handle disruption with confidence and stability	Greater adaptability under stress, better decision-making in uncertain moments
	Rewiring Teams for Energized Collaboration	Break down the barriers that prevent cross-functional collaboration	Higher engagement in cross-functional work, more productive collaboration
	Systems for Sustainable Excellence	Achieve more without the crash of unsustainable effort	High performance with lower burnout risk, consistent output over time
	Leading with Clarity and Confidence	Improve leadership impact in moments that matter	Stronger decision-making, better team alignment, increased trust in leadership
	Creating a Culture Where People Speak Up	Build environments of trust where information flows freely	Faster issue escalation, better risk management, more inclusive decision-making
Trust-Based Leadership Systems STRENGTHEN ALIGNMENT, AUTONOMY, AND TEAM COHESION	Ownership Without Micromanagement	Shift from control to responsibility and intention at all levels	Greater autonomy, higher follow-through, more empowered teams
	Turning Drama Into Productive Action	Move teams out of dysfunction and into agency	Less interpersonal friction, faster conflict resolution, stronger collaboration
	Designing Roles That Maximize	Align strengths with responsibilities for peak performance	Better job fit, improved morale, increased productivity



WHY WORK WITH JOSH ALLAN DYKSTRA?



REAL-LIFE LEADERSHIP EXPERIENCE

Josh has been a tech founder, a CEO, a consultant, and an advisor to C-Suites. His 15+ year client list employs over a million people (a few logos below).



FEISTINESS, IN ALL THE RIGHT WAYS

As a former performing musician (i.e. “rockstar”) and radio deejay, Josh Allan brings provocative fun, wit, and banter to every event.



TREAT THE SYSTEM, NOT SYMPTOMS

We not going to speak only about individual change — that’s important, but what’s often ignored is system-level transformation.



A UNIQUE & ENERGIZING ANGLE

The unifying framework of Future Design™ will show your organization how to optimize for astonishing levels of motivation and productivity.

Josh has delivered keynotes, facilitated workshops, and led leadership retreats and other learning experiences with thousands of people over the last 15+ years. For more topics, videos, and testimonials, please visit joshallan.com.

WATCH JOSH'S
SPEAKER DEMO



Genentech



CHANEL

uhealth



htc



SONY

